



WEWS

ORDER

Print Date 09/24/12 Page 1 of 3

Flight Dates 09/18/12-09/24/12

			<u>Order Sep</u>	00:20:00
		<u>Product</u>	<u>Estimate #</u>	1290
<u>Contract / Revision</u>	311238 /	JHA GE TV Cleveland 9.18-9.24.12	<u>Alt Order #</u>	
<u>Original Date / Revision</u>	09/17/12 09/20/12	Agency Com 15% <u>Billing Contact</u> Pam Newby	<u>Billing Type</u>	Cash
<u>Advertiser</u>	Healy-Abrams / Democrat /	4201 Bee Caves Road - Suite C-101 Austin, TX 78746	<u>Order Type</u>	GENERAL
			<u>Billing Cycle</u>	EOM/EOC
			<u>Billing Calendar</u>	BROADCAST
<u>Agency</u>	Davis Group (The)		<u>Demographic</u>	A35+
<u>Buying Contact</u>		Sales Office EWSDC	<u>Rev Codes</u>	POL POL CAND
4201 Bee Caves Road - Suite C-101		Sales Region NAT	<u>Product Codes</u>	PL
Austin, TX 78746		Agency Ref	<u>Priority</u>	P-2
			<u>Advertiser Ref</u>	

Primary Account Executive

Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share 100% Market Value 25200

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WBNX	%	0
WDLI	%	0
WEAO	%	0
WGGN	%	0
WJW	%	0
WKYC	%	0
WMFD	%	0
WOAC	%	0
WOIO	%	0
WQHS	%	0
WUAB	%	0
WVIZ	%	0
WVPX	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	13	\$21,420.00	\$25,200.00	0.00	08/27/12	09/24/12	13	\$21,420.00	\$25,200.00
Totals	13	\$21,420.00	\$25,200.00	0.00					

Billing Plan

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals		
														Spots	Amount	
N 1	WEWS	09/18/12	09/24/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	MTWTF--	:30	1	\$450.00	P-2	0.00	NM		1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 09/17/12	09/23/12	---T---		1	\$450.00			0.00						
		Week: 09/24/12	09/30/12	-----		0	\$0.00			0.00						
N 2	WEWS	09/18/12	09/24/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	MTWTF--	:30	1	\$600.00	P-2	0.00	NM		1	\$600.00



WEWS

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Contract / Revision 311238 Flight Dates 09/18/12-09/24/12Hiatus DatesOriginal Date / Revision 09/17/12/ 09/20/12Order Sep 00:20:00Advertiser Healy-Abrams / Democrat / Product JHA GE TV Cleveland 9.18-Estimate # 1290

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	<u>Totals</u>		
													Type	Spots	Amount
N 2	WEWS	09/18/12	09/24/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	MTWTF--	:30	1	\$600.00	P-2	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----		0				\$0.00		0.00			
		Week: 09/24/12	09/30/12	M-----		1				\$600.00		0.00			
N 3	WEWS	09/18/12	09/24/12	M-F 9-10a M-F 9-10a	CM	9-10a	MTWTF--	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-----F--		1				\$450.00		0.00			
		Week: 09/24/12	09/30/12	-----		0				\$0.00		0.00			
N 4	WEWS	09/18/12	09/24/12	M-F 6-630p News M-F 6-630p News	CM	6-630p	MTWTF--	:30	2	\$1,100.00	P-2	0.00	NM	2	\$2,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	--W-F--		2				\$1,100.00		0.00			
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>			<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>	
		1	WEWS	09/17/12-09/23/12	M-F 6-630p News		6-630p			--W-F--	:30	(\$1,100.00)	0.00	NM	
		See MG 4.3 [hra/pol]													
		3	WEWS	09/20/12-09/21/12	M-F 6-630p News		6-630p			--ThF----	:30	\$1,800.00	0.00	NM	
		<input checked="" type="checkbox"/>	MG	4.1	09/19										
		[level up]													
		Week: 09/24/12	09/30/12	-----		0	\$0.00								
N 5	WEWS	09/18/12	09/24/12	M-F 7-730p 7-730p The List	CM	7-730p	MTWTF--	:30	2	\$900.00	P-2	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	-T-T---		2				\$900.00		0.00			
		Week: 09/24/12	09/30/12	-----		0				\$0.00		0.00			
N 6	WEWS	09/19/12	09/19/12	M-F 730-8P 730-8p Let's Ask America	CM	730-8p	--W---	:30	1	\$900.00	P-2	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	--W---		1				\$900.00		0.00			
N 7	WEWS	09/24/12	09/24/12	Monday DWS Monday DWS	CM	8-10p	M-----	:30	1	\$14,000.00	P-2	0.00	NM	1	\$14,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	M-----		1				\$14,000.00		0.00			
N 8	WEWS	09/18/12	09/24/12	M-SU 11-1135P Late Ne M-SU 11-1135P Late New	CM	11-1135p	MTWTF-S	:30	1	\$2,200.00	P-2	0.00	NM	1	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	--W---		1				\$2,200.00		0.00			
		Week: 09/24/12	09/30/12	-----		0				\$0.00		0.00			
N 9	WEWS	09/18/12	09/24/12	M-F 1135p-1202a Night M-F 1135p-1202a Nightlir	CM	1135p-1207x	MTWTF--	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/17/12	09/23/12	---T---		1				\$800.00		0.00			
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>		<u>Start/End Time</u>			<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>	
		1	WEWS	09/17/12-09/23/12	M-F 1135p-1202a Nightline		1135p-1207x			--Th-----	:30	(\$800.00)	0.00	NM	
		See MG 9.2 [na]													
		2	WEWS	09/22/12-09/22/12	SA 7PM News		7-730p			-----Sa--	:30	\$800.00	0.00	NM	
		<input checked="" type="checkbox"/>	MG	9.1	09/20										
		Week: 09/24/12	09/30/12	-----		0				\$0.00		0.00			
N 10	WEWS	09/18/12	09/24/12		CM	1202-107x	MTWTF--	:30	1	\$500.00	P-2	0.00	NM	2	\$1,100.00

Contract / Revision **311238** Flight Dates **09/18/12-09/24/12**Hiatus DatesOriginal Date / Revision 09/17/12 / 09/20/12Order Sep 00:20:00Advertiser **Healy-Abrams / Democrat / Product** **JHA GE TV Cleveland 9.18-1290**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u>		
														Spots	Amount	
				M-F 1202a-107a Jimmy K												
				M-F 1202a-107a Jimmy K												
Start Date	End Date			Weekdays						Rate						
Week: 09/17/12	09/23/12			-T-----				1		\$500.00						
Week: 09/24/12	09/30/12			M-----				1		\$600.00						
															Totals	13 \$25,200.00